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(54) Title: A METHOD AND APPARATUS FOR DELIVERING PROGRAMME-ASSOCIATED DATA TO GENERATE RELEVANT VISUAL DISPLAYS FOR AUDIO CONTENTS

(57) Abstract: An MPEG audio stream is transmitted together with an MPEG video stream. The audio stream contains an audio signal together with associated audio description data as ancillary data. The video stream contains a video signal together with video description data (e.g. video clips, stills, graphics, text etc) as private data, the video description data not necessarily having anything to do with the video data with which it is transmitted. At reception, the audio and video streams are decoded. The video description data is stored in a memory. The audio signal is played. The audio description data is used to select appropriate video description data for the particular audio signal from the memory or other storage, or from the current incoming video description data. This is then displayed as the audio signal is played.

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